



Market Chain Enhancement (MarChE)

Fact sheet

Background:

Growth Domestic Product (GDP) and per capita income have dropped sharply over the last decades in Haiti. Extreme and prolonged economic contraction has driven over 80% of economic activity into the informal sector and poverty has become a cause and a consequence of environmental degradation. The constraints to economic growth must be addressed if there is to be development in Haiti.

USAID has supported projects designed to spur economic growth in Haiti over the last decades. MarChE will follow up on successful activities under the Hillside Agricultural Program (HAP) that worked on market-oriented production, natural resource management, export marketing and institutional capacity building. The MarChE project will build on this by developing market value chains in selected crops such as coffee, mangos, cacao, and some non-traditional crops such as yams, peppers and processed goods; the project will also target certain nonagricultural sectors such as tourism and handicrafts.

Activities:

MarChE will stimulate and facilitate the development of competitive market chains in the agribusiness, handicrafts and tourism sectors. MarChE will address the constraints to developing key agricultural exports and other strategic commodities, and will undertake activities aimed at reinforcing the market chains for handicrafts and tourism. Business development services and finance/investment services will be two important aspects of the strategy.

USAID support:

USAID has committed US\$14,901,814 for the project implementation 3 years timeframe. The project may be extended for 2 optional years with an additional US\$9,090,000.

Implementer:

MarChE will be implemented by the Citizens Network for Foreign Affairs (CNFA). CNFA is dedicated to increasing and sustaining rural incomes in less developed areas of the world by empowering farmers and rural entrepreneurs. CNFA focuses on commercial activity, locally defined needs and leveraged investment in order to foster the economic empowerment of rural residents and enterprises all along the product value chain—from farmers to local suppliers and processors, to larger companies, financial institutions, and distributors and exporters.

Partners:

CNFA will implement MarChE in partnership with other organizations, including Aid to Artisans (ATA) and the International Executive Service Corps (IESC).

Objective:

The overall objective of MarChE is to encourage and facilitate the development of competitive market chains in various sectors of the Haitian economy. MarChE will contribute to increasing the number of Haitians involved in sustainable economic activities and the income derived there from. The project aims to foster development in agriculture, tourism and handicrafts, and build synergies among these sectors.

Anticipated Results Over Life of Program:

By the end of three years, MarChE will have transformed at least twelve separate high-value market chains, increasing linkages between players in and among market chains. As a result of this activity, USAID expects to see significant socio-economic and environmental improvements, such as:

- increased incomes;
- increased trade and investment in selected market chains;
- increased sustainable livelihood options;
- better management of natural resources by way of increased value of environmentally friendly products;
- increased competitiveness of Haitian enterprises.